The Cambridge Rewards Fall Collection.

9999999999999999
Mr. Sample A. Sample
123 S Anywhere St.
Anyplace, US 12345-1234

Dear Ms. Sample,

Crisp days, colorful leaves and cool nights by the fireside. It doesn't seem like it now but fall is just around the corner. To prepare and to celebrate, we'd like to give you, as a Cambridge smoker, our Cambridge Rewards Fall Collection so you can be ready to enjoy yourself and the season completely.

Just as Cambridge delivers rich flavor at a rewarding price, the Fall Collection offers you your chance to choose from a delightful harvest of items for the season and year-round. For example: a sporty sweatshirt, videos, even a phone answering machine. And any or all of them can be yours simply by saving Cambridge UPCs.

There's also a coupon good for $1.00 off a carton of Cambridge. Think of it and the entire Fall Collection as our of way saying thank you for your loyalty to Cambridge.

One last thing. We'd be pleased if you'd take a few minutes and fill out the enclosed survey. It'll help us get to know you a little better. And when you mail it back, we'll send you a free lighter.

For right now, though, just settle back with Cambridge and take some time to leaf through our Fall Collection. We're sure you'll find it extremely rewarding.

Yours sincerely,

Susan Norris

Susan Norris

P.S. Please remember to use your coupons by November 30, 1994.

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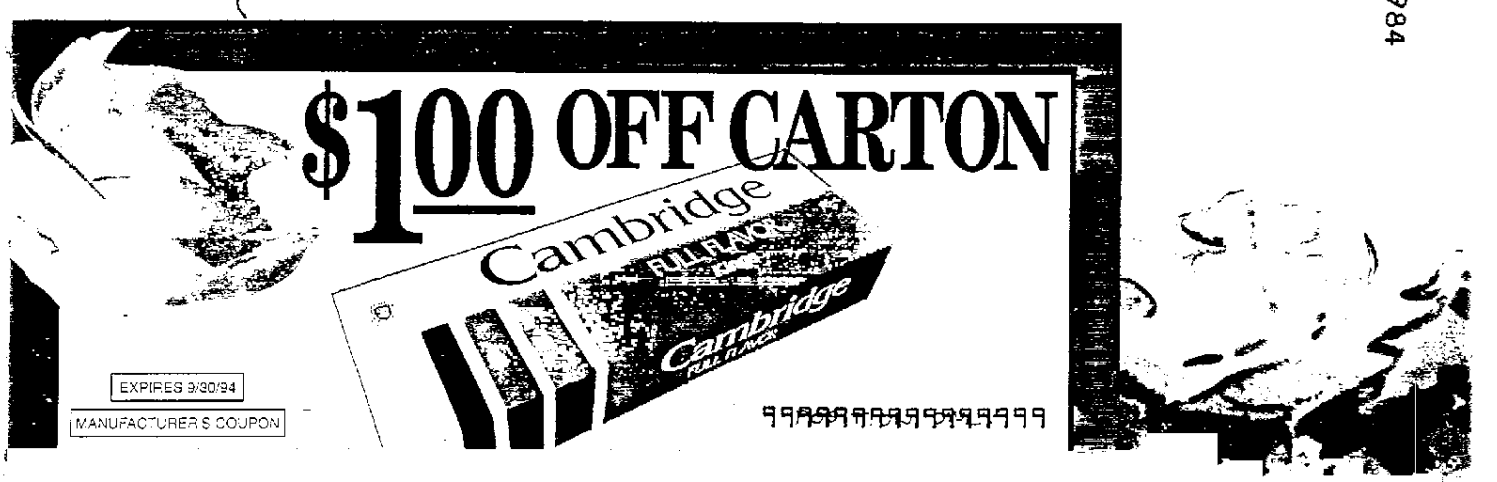

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